

THE CITY OF SANTA CLARA

RECOMMENDATION TO THE COUNCIL

FEBRUARY 3RD, 2015

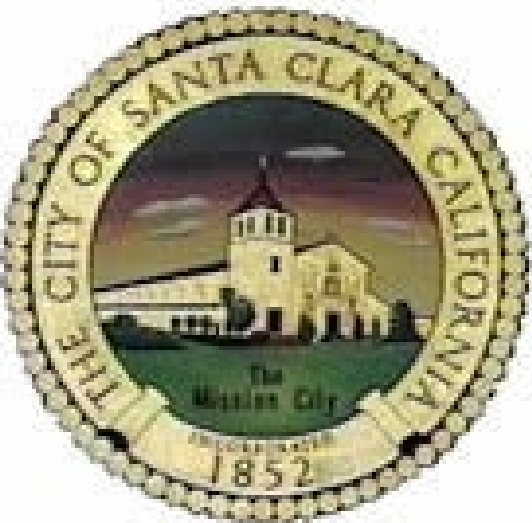


COUNCIL APPROVAL OF:

- Tagline
- Logo / lockup
- City Seal updates
- Color palette
- Fonts
- Graphic elements
- Icons
- + Feedback on general look and feel

IDENTITY SYSTEM

SEAL AUDIT



SEAL
RECOMMENDED



Full color



One color

LOGO
RECOMMENDED

Primary



COLOR
FULL PALETTE

Primary



Secondary



The Center of What's Possible.

Voted the 11th most livable city
in the entire country, visit
SantaClaraCA.gov to discover
everything the City of Santa Clara
has to offer your family.

SantaClaraCA.gov

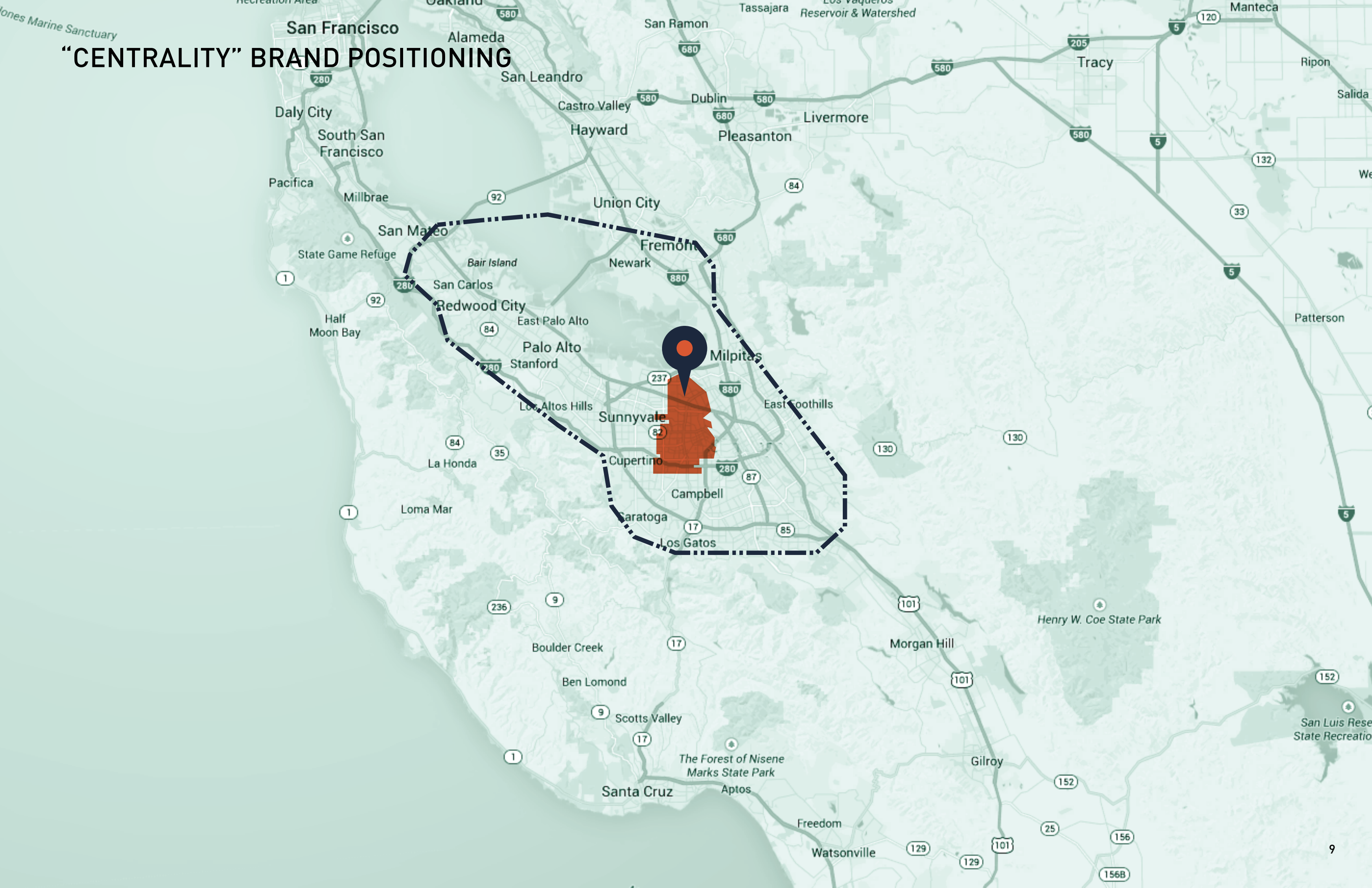
Graphik Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
<> ,./!?:;'`~@#\$\$%^&()-=+_{} *

Graphik Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
<> ,./!?:;'`~@#\$\$%^&()-=+_{} *

Sentinel Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
<> ,./!?:;'`~@#\$\$%^&()-=+_{} *

Sentinel Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
*<> ,./!?:;'`~@#\$\$%^&()-=+_{} **

"CENTRALITY" BRAND POSITIONING



MAP GRAPHICS



LAYOUT DIVIDERS




ICONS AND GRAPHIC ELEMENTS




PRINT / SIGNAGE
MAP AS CONTENT OR IMAGERY

Be part of the Gateway Village development.



SantaClaraCA.gov/business

 **City of Santa Clara**
The Center of What's Possible


Find your mission here.




SantaClaraCA.gov/residents

 **City of Santa Clara**
The Center of What's Possible

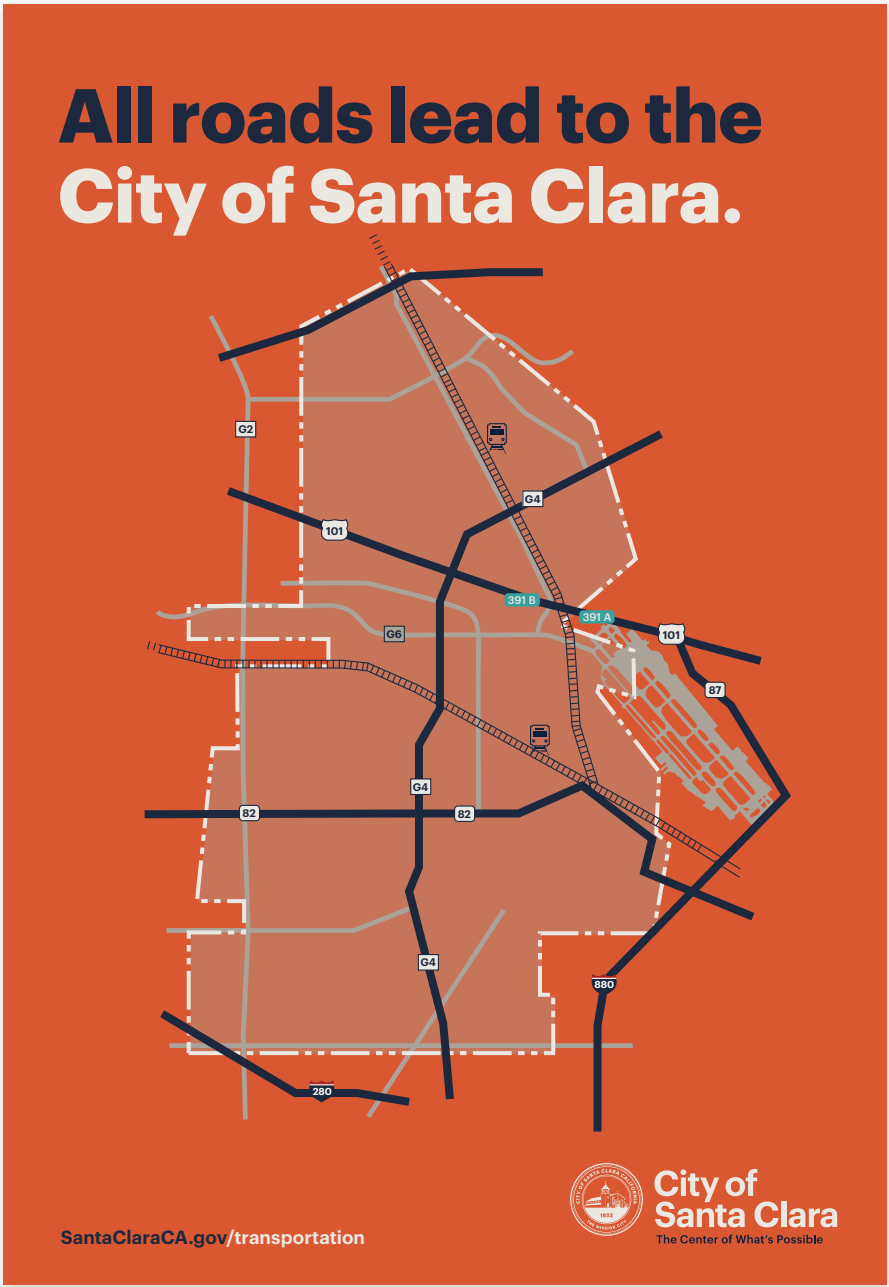
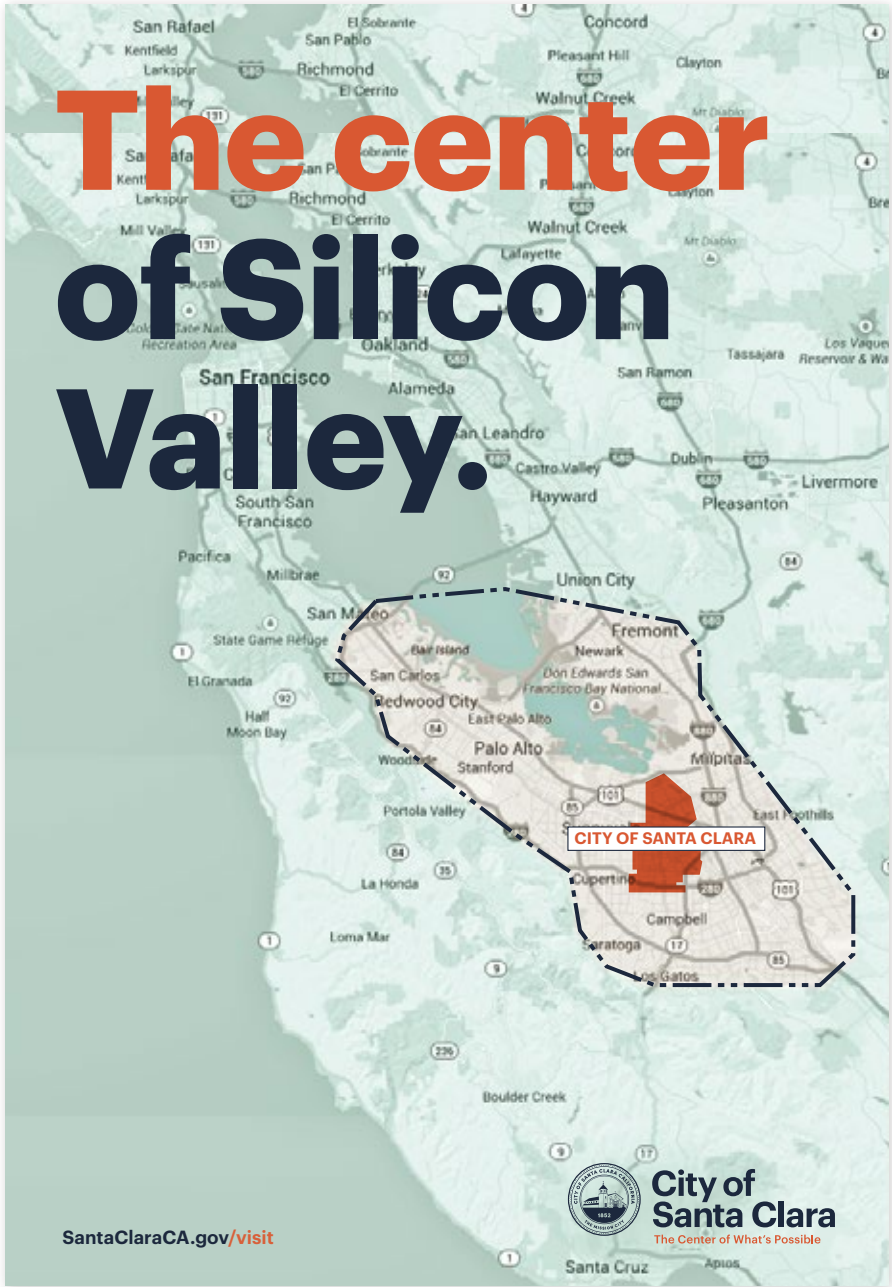
The City of Santa Clara has over 10,500 trees on city streets.



SantaClaraCA.gov/visit

 **City of Santa Clara**
The Center of What's Possible

PRINT / SIGNAGE
MAP AS CONTENT OR IMAGERY



PRINT / SIGNAGE
MAP AS BACKGROUND

Did you know?

The 49ers were founded by a Santa Clara grad! Watch them play in the city where it all began. Game on!



City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/visit

A city to call home.

Voted the 11th most livable city in the entire country, visit SantaClaraCA.gov to discover everything the City of Santa Clara has to offer your family.



City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/residents

A storied past with a bright future.

The Center of What's Possible.



City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/visit

PRINT / SIGNAGE
MAP AS FRAME

**A city with a start-up
state of mind.**



 **City of
Santa Clara**
The Center of What's Possible

SantaClaraCA.gov/business


**Art & Wine Festival
2015**




 **City of
Santa Clara**
The Center of What's Possible

SantaClaraCA.gov/residents

**Find your passion
here.**



 **City of
Santa Clara**
The Center of What's Possible

SantaClaraCA.gov/visit

PRINT / SIGNAGE
WITH LAYOUT DIVIDERS

Your business belongs in the City of Santa Clara.

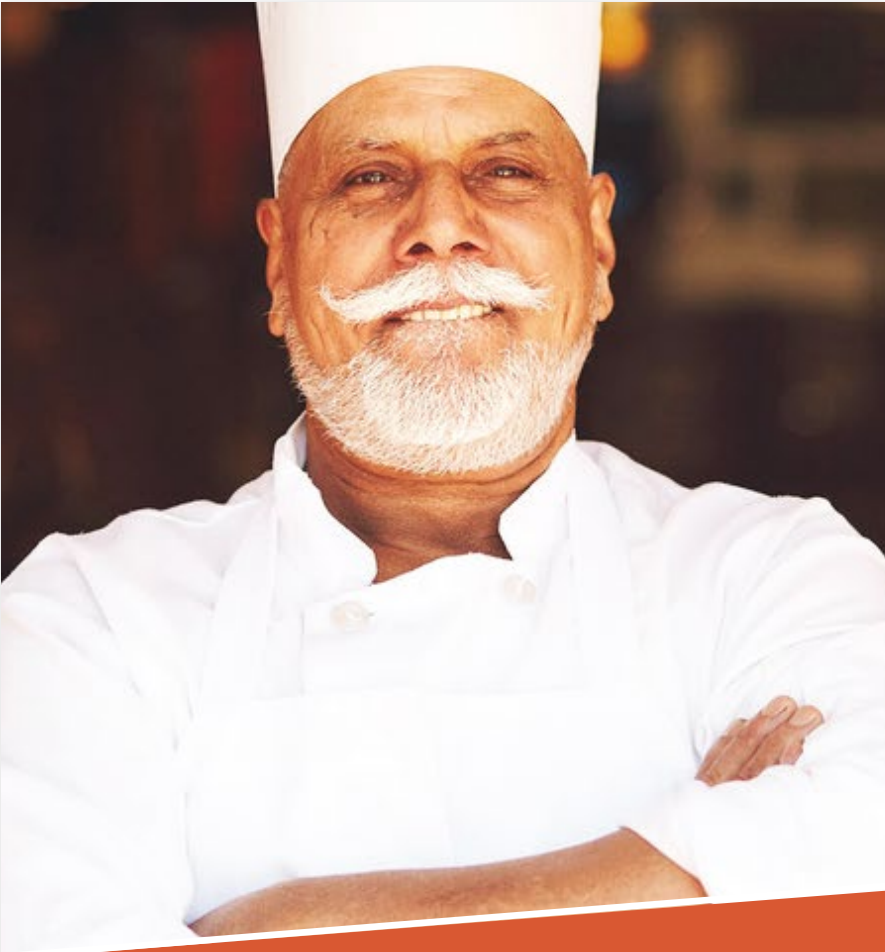
Easy commutes and ultimate access.
The City of Santa Clara is perfect for your business.






City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/business



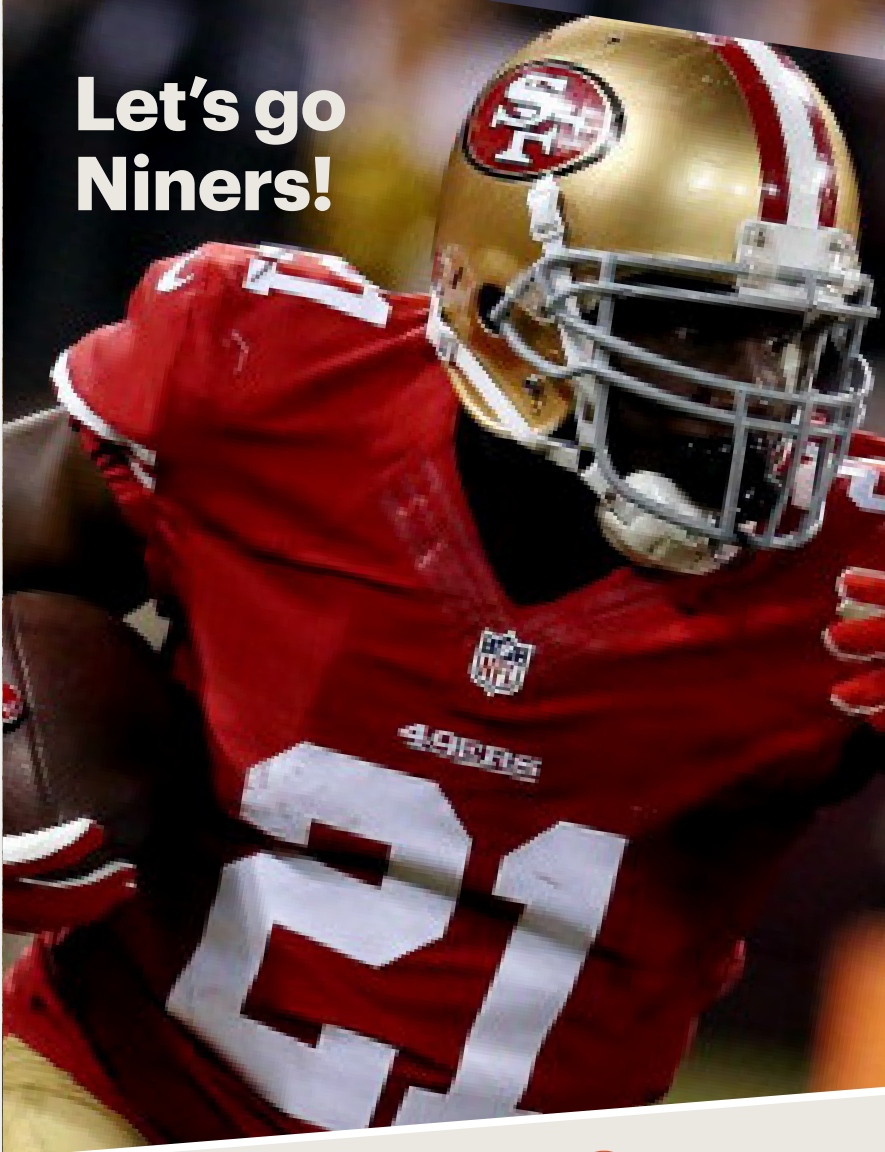
My passion became a business in the City of Santa Clara.




City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/business

Let's go Niners!

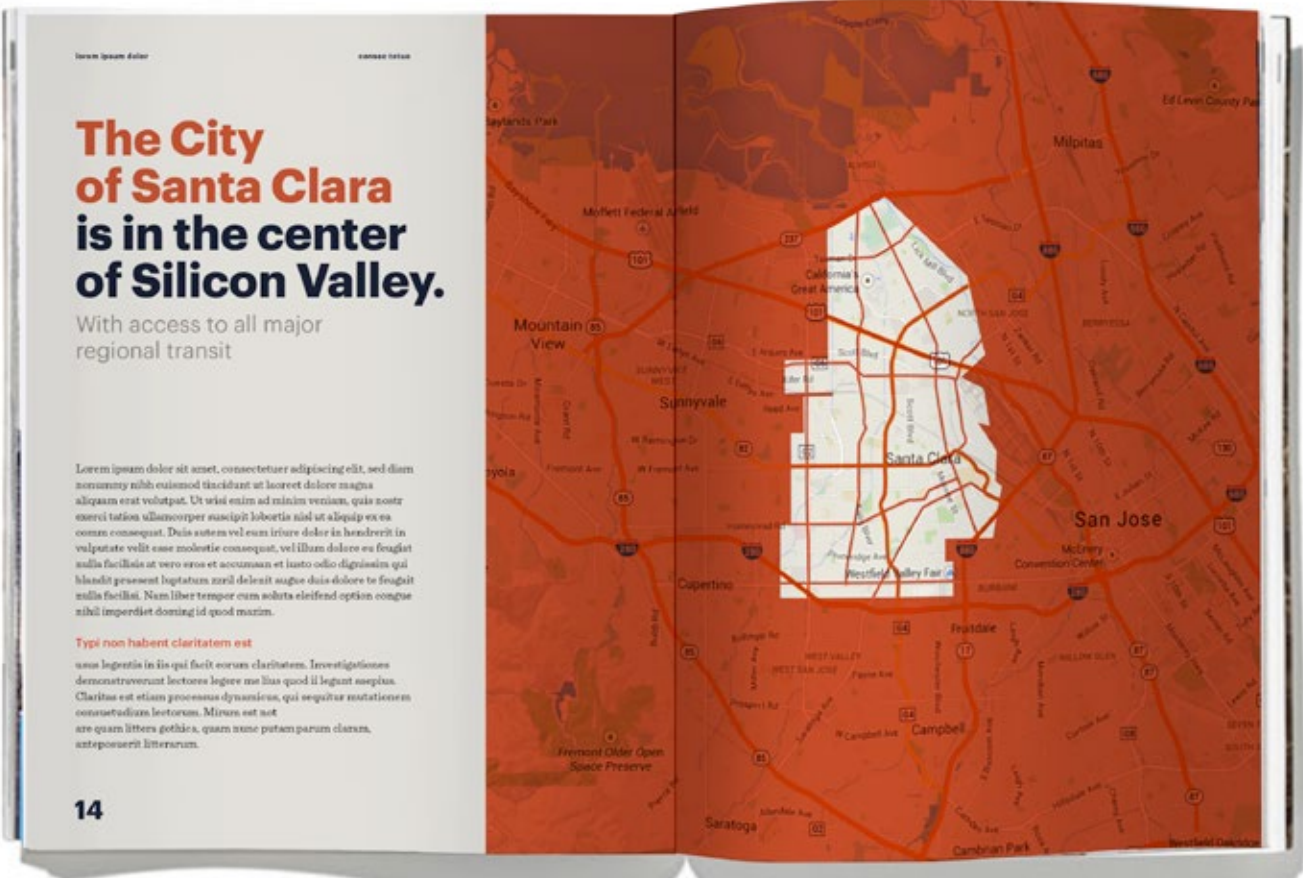




City of Santa Clara
The Center of What's Possible

SantaClaraCA.gov/visit

BROCHURE / BOOKLET



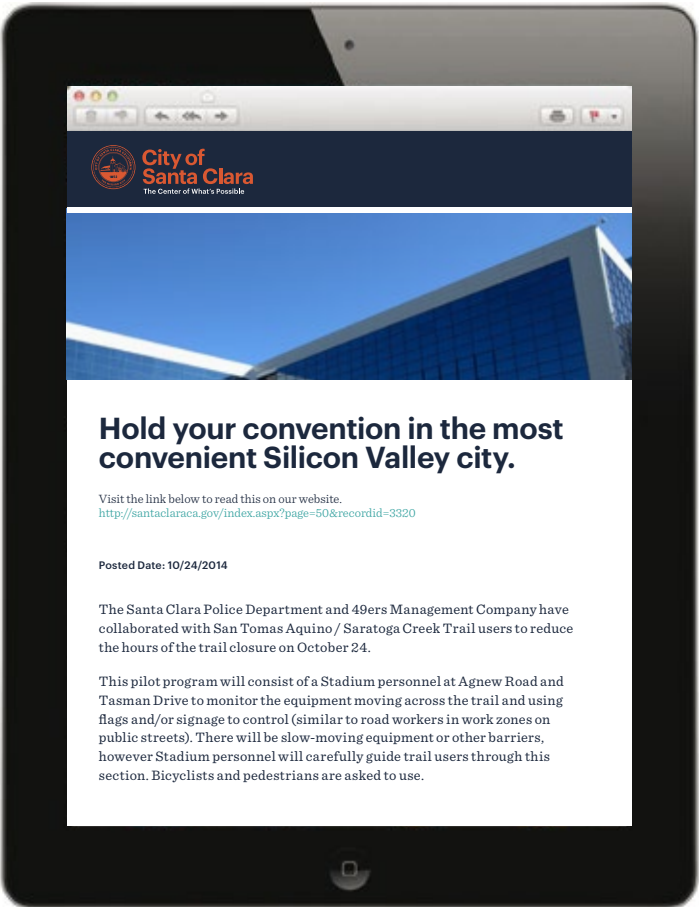
BANNERS



WALLPAPER / SCREENSAVER



WEBSITE





SUMMARY

SUMMARY

LOGO



**City of
Santa Clara**
The Center of What's Possible

SEAL



TYPOGRAPHY

**The Center
of What's
Possible.**

Voted the 11th most livable city
in the entire country, visit
SantaClaraCA.gov to discover
everything the City of Santa Clara
has to offer your family.

SantaClaraCA.gov

GRAPHIC ELEMENTS & COLOR



THANKS

